

Exploring Service Delivery

Creating a “must have” service delivery.

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Introduction

Customers perceive service in their own unique, idiosyncratic, emotional, irrational, end-of-the day, and totally human terms. Perception is all there is!

Tom Peters

Agenda

- Hierarchy of Customer Value
- Seven Dimensions of Customer Value
- Five Factors of Quality Service
- Nine Times to Thank Customers

Tell me more about you . . .

Why are you here?

Who in your organization is responsible for customer satisfaction?

How do you know if your customers are satisfied?

“Must Have Service”

Every person in your organization counts.
We all fit together to create an experience.



Hierarchy of Customer Value

- Basic
- Expected
- Desired
- Unanticipated

Your own experiences:

- Think of a time when you experienced excellent customer service:
- Visualize
- Jot down ideas
- Draw
- Sharing

Seven Dimensions of Value

- Environmental & Sensory Perception
- Interpersonal
- Procedural
- Responsive to problem solving
- Deliverable
- Informational
- Financial

Five Factors of Quality Service

- Reliability
- Responsiveness
- Assurance
- Empathy
- Tangibles

Five Times to Thank Customers

- 1. When they do business with you, every time.
- 2. When they compliment you or your organization.
- 3. When they offer suggestions or comments.
- 4. When they recommend you to a friend.
- 5. When they try a new product or service.

Four More Times to Thank Customers

- 6. When they are patient and when they are not so patient.
- 7. When they help you to serve them better.
- 8. When they complain to you.
- 9. When they make you smile.

Customer Satisfaction

Thank you!

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